

## **Historic, Archive Document**

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# Selected Roses for Your Garden

*All grown in containers, filled with rich earth.*

*Beautiful roses in full leaf and ready to bloom.*

See what you are buying. Plant container grown bushes and have a rose garden in flower now. Fill in missing spaces in your garden, and replace weak plants and poor varieties with these fine healthy roses.

All roses offered were two years old and field grown before being planted in the containers. They are the cream of this year's rose production.

*Drive Out and See Them or Dial 2-2050 for Information*

Our nursery is located just off the Petersburg Pike on the Centralia Road in Chesterfield County. Follow State Route 145 from Petersburg Pike, we are about one mile off main highway on the right of Centralia Road.

*Visitors always welcome.*

## FLORIBUNDA ROSES

The rose of the future. The Floribunda roses are especially bred for, hardy, sturdy habit of growth, ease of culture and mass color effect. They are permanent, disease-resistant, and bloom throughout the Summer. The range of color is wonderful and they seldom clash with other flowers. Plant in groups of three or more. Use them in the garden, among the shrubs, for borders, hedges, or in rows for cutting. Space 15 to 18 inches apart.

**Betty Prior.** Plant Patent No. 340. An outstanding rose that is distinctive in its appealing color. The single blossoms resemble the flowers of a pink dogwood, and are produced in the greatest profusion. Certificate of Merit, N. R. S., 1934. \$1.00 each.

**Carillon.** Plant Patent No. 136. This rose was named Carillon because it is truly a singing rose, a rose that creates a feeling of joy and good cheer. Flowers coral-flame, semi-double, large and fragrant. Foliage glossy green. \$1.00 each.

**Donald Prior.** Patent pending. A rich cherry-red Floribunda rose with flowers about four inches across. The dark green foliage is a splendid foil to the crimson flowers. Blooms throughout the Summer and its color will not clash in the garden. \$1.00 each.

**Else Poulsen.** Bright pink flowers borne in large clusters on long stems. Semi-double and slightly fragrant. Good foliage. 75c each.

**Gross An Aachen.** The large flowers are shaped like Hybrid Teas. Color, orange-pink in bud, paling to soft salmon-pink and white when open. One of the best bedding roses. 75c each.

**Hermosa.** A splendid pink Floribunda. Blooms freely and holds color well. Good foliage, thrifty and vigorous. 75c each.

**Kirsten Poulsen.** Large, single, light red blooms, produced in great quantity. One of the taller Floribundas and very useful for large mass effects. 75c each.

**Kluis Scarlet.** Brilliant red in color, free blooming and vigorous. Good foliage and probably the most colorful rose of this group. Just the thing for that touch of color. \$1.00 each; \$10.00 per dozen.



BETTY PRIOR

**Permanent Wave.** Plant Patent No. 107. A striking novelty from Holland. Its single flowers have received a permanent marcel and attract much attention. The reverse of the petals is a peculiar shade of cochineal-red, while the inside is of lighter tint. The long lasting blooms are produced freely. \$1.00 each; \$10.00 per dozen.

**Rochester.** Plant Patent No. 131. This rose belongs to that new, popular strain of bedding roses, — Floribunda - Hybrid Tea - Polyantha. Flower shaped like a Hybrid Tea, color brilliant oriental pearl and gold. \$1.00 each.

**Smiles.** Plant Patent No. 331. This lovely rose deserves its name, for it literally "Smiles at you" from the garden bed. Brilliant salmon-pink, semi-double flowers 3 inches across. Long lasting blooms borne throughout the season. You will like Smiles. \$1.00 each.

## CLIMBING ROSES

*For Arbors, Fences, or to Screen Views or Buildings*

**Climbing Cecil E. Brunner.** The Climbing Sweetheart Rose. Large clusters of small shell-pink blooms throughout the season. Strong in growth and truly everblooming. \$1.00 each.

**Climbing Columbia.** A true pink, climbing Hybrid Tea. Free blooming and vigorous in growth. 75c each.

**Cherokee Red; (Ramona).** This famous old rose thrives to perfection in the South. Supply very limited. Color bright carmine-crimson. 75c each.

**Cherokee White (Laevigata).** Fragrant, pure white flowers, blooms all Summer. 75c each.

**Climbing President Hoover.** A climbing type of the well known bush variety. A very fine rose. \$1.00 each.

**Pauls Scarlet Climber.** Flaming crimson-scarlet. Lots of bloom, good foliage, and very hardy. Next to Cl. Talisman this is our most popular climbing rose. 75c each.

**Scorcher.** One of the best varieties of the new Australian climbing type. Fiery vermillion-red flowers, yellow anthers. After a heavy Spring bloom other flowers come throughout the blooming season. 75c each.

**Climbing Talisman.** Our most popular climbing rose. Flowers just like the bush Talisman. A strong free blooming rose, with good foliage and long stems. 75c each.

## OTHER ROSES

**Crested Moss; Chapeau de Napoleon.** Nice buds and large flowers of bright pink. Blooms have feathery petals, hooded buds. 75c each.

**Rosa Hugonis (The Golden Rose of China).** A wonderful shrub-rose, bearing masses of single yellow flowers in early Spring. Grows from 6 to 8 feet tall. Very hardy and in addition to its use in the shrub border, makes a nice hedge. 75c each.

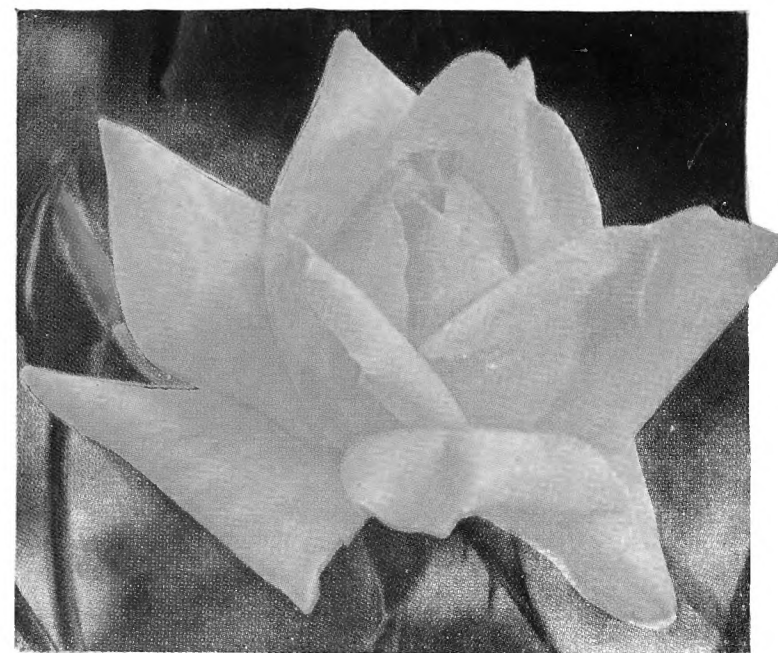
*Growers of Fine Things Horticultural*



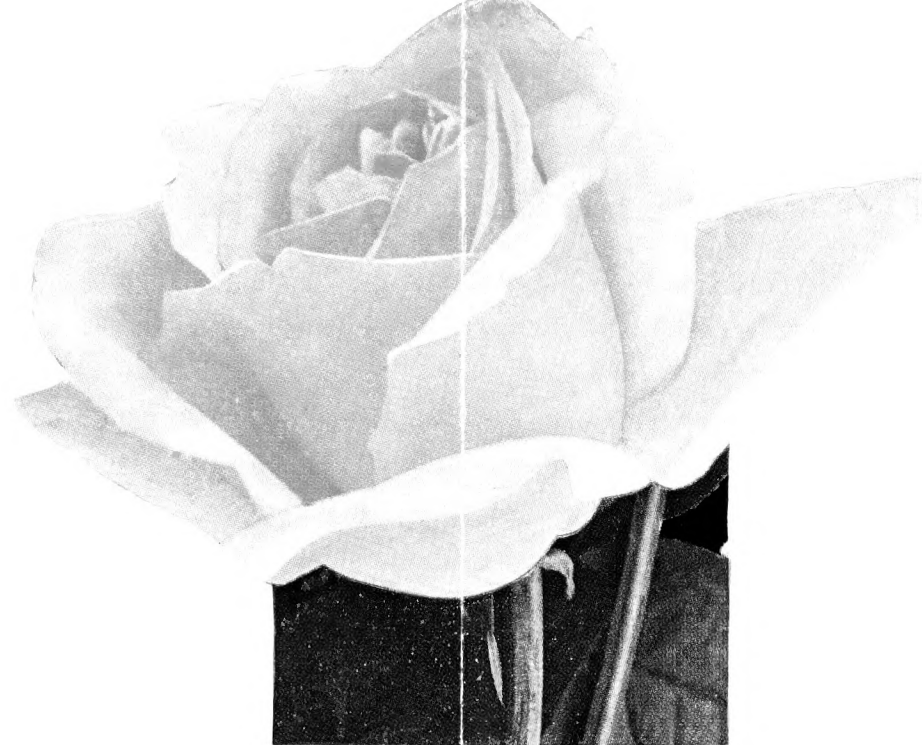




*Condesa De Sastago*



*Souer Therese*



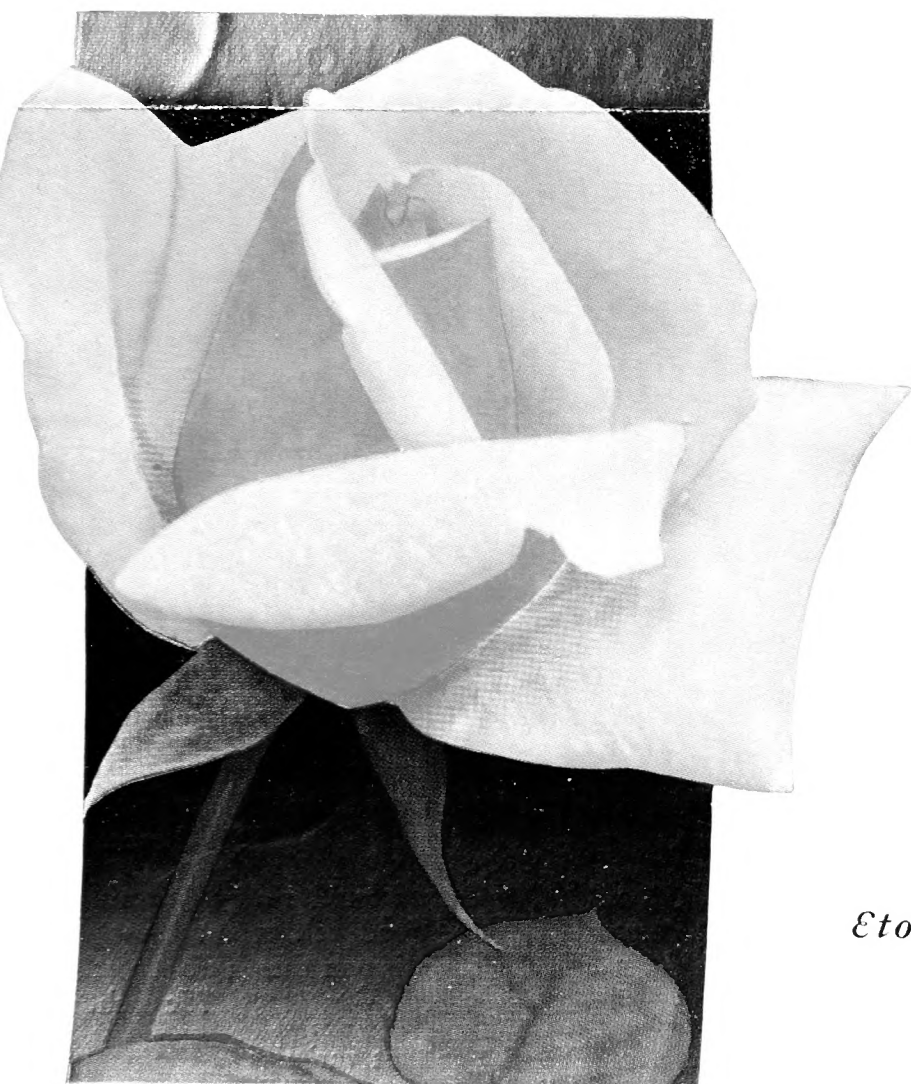
*Mrs. Henry Bowles*



*Talisman*



*Mrs. P. S. DuPont*



*Betty Uprichard*



*Etoile De Hollande*

## *Beautiful Roses* for Your Garden

### **SOUTHSIDE NURSERIES**

#### **VIRGINIA COLLECTION**

One each of the beautiful roses illustrated on this page,  
grown in containers, all in leaf, some blooming now.

#### **No. 1**

**12 Roses** ..... **\$8.00**

One of each variety illustrated on this page.

#### **No. 2**

**6 Roses** ..... **\$4.25**

One each of your choice of varieties illustrated on  
this page.



*E. G. Hill*

LOCATION: CENTRALIA ROAD  
8 Miles from City Limits

Dial 2-2050

MAIL ADDRESS:  
ROUTE NO. 7, RICHMOND, VIRGINIA



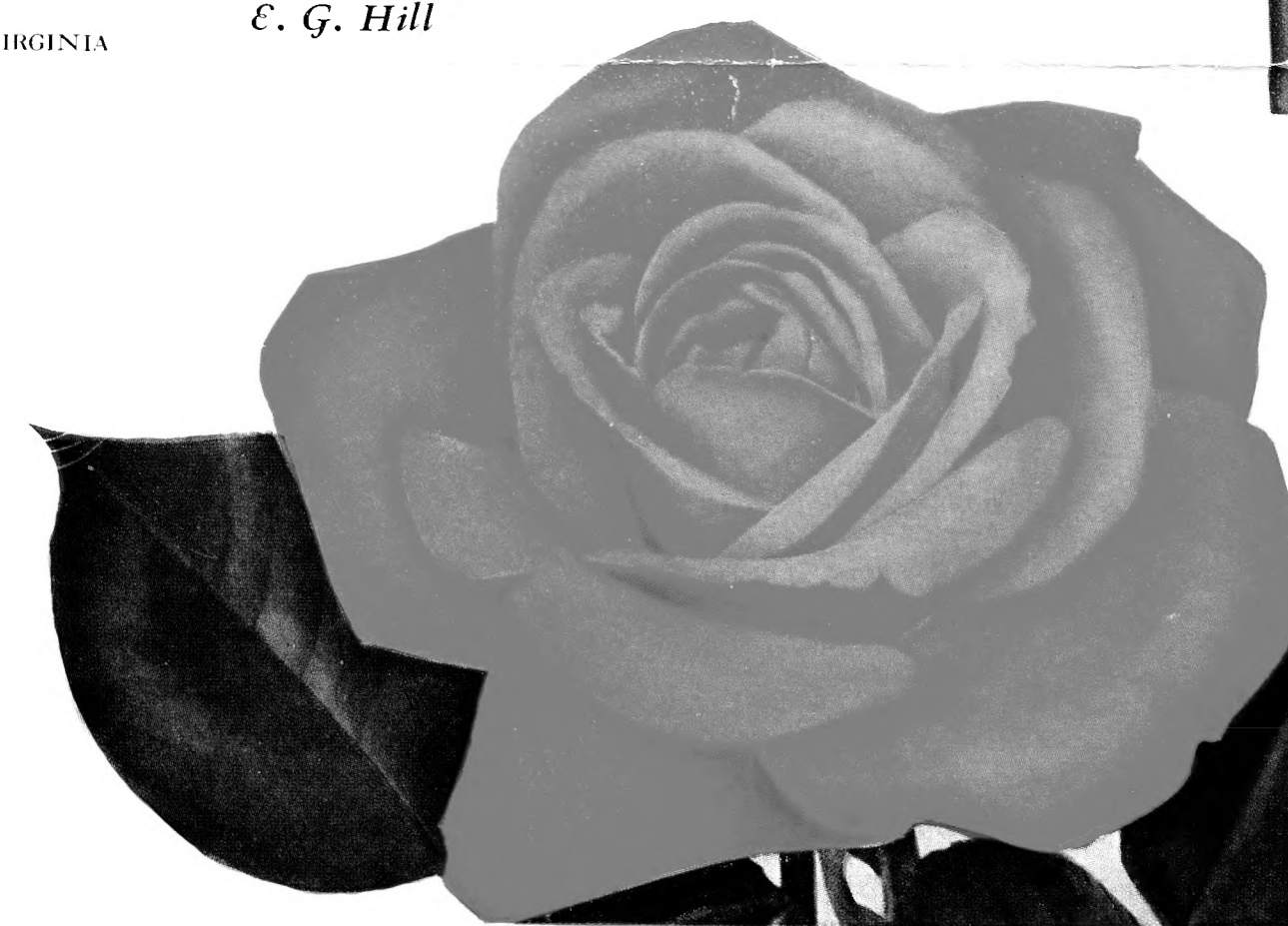
*Mrs. E. P. Thom*



*Abol*



*Edith Nellie Perkins*



*Red Radiance*



## HYBRID TEA ROSES

This type is today's most popular garden rose. We feel that the following varieties are the pick of the tested roses for our section. All require a certain amount of attention and should not be neglected if best results are to be had.

**Abol.** Pure white. One of the few good white roses. 75c each; \$7.50 per dozen.

**Ami Quinard.** Buds open into a large velvety-maroon flower with a soft old rose fragrance. Good foliage, strong grower. 75c each; \$7.50 per dozen.

**Betty Uprichard.** Color salmon pink with the reverse of petals carmine and copper. Very fragrant, foliage light green. See illustration. 75c each; \$7.50 per dozen.

**Chas K. Douglas.** Flaming scarlet with velvet-crimson flush, long pointed bud. The deep green foliage is disease-resistant. 75c each; \$7.50 per dozen.

**Condesa de Sastago.** Tall strong growing bush. A new, toned rose of copper, pink, and gold. Fragrant. See illustration. 75c each; \$7.50 per dozen.

**Edith Nellie Perkins.** A beautiful two-toned, fragrant rose. Shaded coppery, rose and salmon, beautifully blended. See illustration. 75c each; \$7.50 per dozen.

**Editor McFarland.** One of our best roses. Free blooming, healthy, and a very strong grower. Beautifully shaped buds of glowing pink. 75c each; \$7.50 per dozen.

**Elizabeth of York.** Lovely semi-double flowers of brilliant pink. Strong grower with long stems. Fragrant. A popular rose. 75c each; \$7.50 per dozen.

**Etoile de Hollande.** Still one of the best red roses grown. The large velvet-crimson blooms are very fragrant, and hold their color and shape well. A strong grower with splendid disease-resistant foliage. See illustration. 75c each; \$7.50 per dozen.

**Grenoble.** Crimson buds that open to big full petaled flowers. Strong and healthy. One of the best garden roses. 75c each; \$7.50 per dozen.

**Golden Dawn.** Sunflower-yellow, flushed old rose, turning to lemon-yellow as the bloom matures. Very healthy and one of the best yellow roses for local conditions. Fragrant. 75c each; \$7.50 per dozen.

**E. G. Hill.** Scarlet-red flowers, unusually good for cutting. A large rose that blooms freely and is quite fragrant. See illustration. 75c each; \$7.50 per dozen.

**Kaiserin Auguste Viktoria.** Still the standard white rose. Creamy-white in bud, opening to snow-white with lemon-yellow center. Fragrant. 75c each; \$7.50 per dozen.

**Luxembourg.** Beautiful deep yellow with a tint of orange. One of the best yellow garden roses for this section. 75c each; \$7.50 per dozen.

### GIVE YOUR ROSES A CHANCE TO SUCCEED

Good soil, proper pruning, spraying and fertilizing will assure you beautiful flowers.

If we can help you with information, please call us.

**Dial 2-2050**

**Margaret McGredy.** Large orange-scarlet flowers that hold their color well. Fine glossy foliage. Slightly fragrant. One of the best bedding varieties. 75c each; \$7.50 per dozen.

**Mrs. Charles Bell.** The salmon radiance. Shell-pink buds open to globe-shaped salmon-tinted flowers. Hardy as the other Radiance varieties. Fragrant. 75c each; \$7.50 per dozen.

**Mrs. E. P. Thom.** Long pointed buds of deep canary-yellow. Is slightly fragrant and holds its color and shape well. One of the best yellow roses. See illustration. 75c each; \$7.50 per dozen.

**Mrs. Henry Bowles.** Nice shaped flowers of beautiful clear pink. A healthy, strong growing rose that produces more flowers than the Radiance, from which it is descended. We consider this our best all-around pink garden rose. 75c each; \$7.50 per dozen.

**Mrs. Jennie Devverman.** The aristocrat of roses. Long narrow buds of glowing coral-pink. Its long stems and good foliage make this one of the best cutting roses. \$1.00 each; \$10.00 per dozen.

**Mrs. P. S. DuPont.** Beautiful long buds, one of the best yellow roses. A free bloomer with good foliage. See illustration. 75c each; \$7.50 per dozen.

**President Herbert Hoover.** One of the more popular multi-colored roses. Yellow and cerise buds open to maroon, orange, and gold. A vigorous, free blooming rose that has thrived in Virginia gardens. 75c each; \$7.50 per dozen.

**Radiance.** An easy rose to grow. Fragrant, globe-shaped flowers are light silvery-pink in color. A very popular rose because of its hardy, vigorous, free blooming qualities. 75c each; \$7.50 per dozen.

**Red Radiance.** Similar in habit to Radiance. The nicely shaped flowers are rose-red in color. For those who have room for only one red variety, plant Red Radiance. See illustration. 75c each; \$7.50 per dozen.

**Soeur Therese.** A remarkably beautiful yellow and orange rose. See illustration. 75c each; \$7.50 per dozen.

**Sunburst.** One of the older roses that is coming back. The dainty saffron-yellow buds are perfect for cutting. An outstanding yellow rose for southern gardens. 75c each; \$7.50 per dozen.

**Syracuse.** Beautiful, well formed, scarlet-crimson flowers. Foliage green and healthy, plant tall growing and strong. 75c each; \$7.50 per dozen.

**Talisman.** The most popular multi-colored rose. The double, lasting flower is very fragrant. Good stems for cutting. Our plants are selected from strong, free blooming types. 75c each; \$7.50 per dozen.

## TEA ROSES

These are old-fashioned roses, the best of which are still valuable. They are profuse bloomers and well adapted to southern garden conditions.

**Lady Hillingdon.** Beautiful cutting roses of clear golden-yellow. Good grower, hardy and free blooming. The slender pointed buds last unusually well. An old-fashioned ever-blooming type. 75c each; \$7.50 per dozen.

## POLYANTHA ROSES

A dwarf, bushy type of bedding rose that blooms all Summer. They are nice for either garden or border, and being quite hardy require less care than either Tea, or Hybrid Tea varieties.

**Cecil Brunner.** The true Sweetheart, or Mignon rose. The delicate rosy-pink flowers are beautiful in shape and appear all through the Summer. The ideal boutonniere rose. 75c each; \$7.50 per dozen.

**Cameo.** Shell-pink, salmon, and gold. A beautiful rose and one of the best liked Polyanthas. A real acquisition. 75c each; \$7.50 per dozen.

**Marie Bevy.** Somewhat like Cecil Brunner in habit of growth. Flowers are larger and of a lighter shade pink. Hardy and free flowering. 75c each; \$7.50 per dozen.

## IRISH SINGLE ROSES

These are really single Hybrid Tea roses, developed by famous Irish rosarians, and introduced as Irish roses. The nicest of all garden roses for indoor decoration. Their grace, free flowering habit, and delicate pastel colors make them indispensable. For best results cut while in bud and allow to open within the house.

**Dainty Bess.** The most popular of all single roses. Soft rose-pink petals and purple anthers make a beautiful contrast. Words can not describe its attraction, and it should be in every garden. 75c each; \$7.50 per dozen.

**Irish Charm.** Lovely as its name. Soft, beautifully blended shades of pastel. Good foliage, healthy and vigorous. Your garden should have at least one of this variety. \$1.00 each.

**Irish Elegance.** Flowers orange-scarlet, touched with apricot when expanded. In bloom throughout the season and one of the most vigorous roses among the Hybrid Teas. 75c each; \$7.50 per dozen.

**Irish Fireflame.** One of the best for table decoration. The popular fragrant flowers are orange-crimson, shaded pink. Strong and healthy, good foliage. 75c each; \$7.50 per dozen.

**Isobel.** Good stems, long pointed buds. The large, fragrant flowers are light rose-pink, apricot shaded. Blooms borne singly on the long stems make it nice for cutting. \$1.00 each; \$10.00 per dozen.

**Lulu.** A fine, strong growing, free blooming variety. Buds long pointed, deep orange-red in color, open flowers salmon-rose. Slightly fragrant. 75c each.

## TRIAD

The complete rose spray. Easy to use, just mix with water and apply with any sprayer.

**Kills insects, both sucking and chewing.**

**Controls fungus, mildew, blackspot.**

**HALF PINT CAN \$1.00**

Prices on larger quantities at a saving.

*Made for Roses.*

**Dial 2-2050**

# SOUTHSIDE NURSERIES

CENTRALIA ROAD, RICHMOND, VIRGINIA

Members

AMERICAN ASSOCIATION OF NURSERYMEN

VIRGINIA NURSERYMEN'S ASSOCIATION